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CONSUMER TIME

C762

"YOUR FIRST FOOD - MILK"

NETWORK: NBC

DATE: June 16, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM - ENT

(Produced by the War Food Administration...this script is for reference only, and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

O

1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER....CLOSE DRAWER.

ANNCR: During the next 15 minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.

5. MUSIC: LIGHT OPENING.

6. FREYMAN: You know, Johnny...something's been worrying me lately.

7. JOHN: What's that, Mrs. Freyman.

8. FREYMAN: I just read that there's more milk in this country than there's ever been before, and that we're drinking more milk than we ever have.

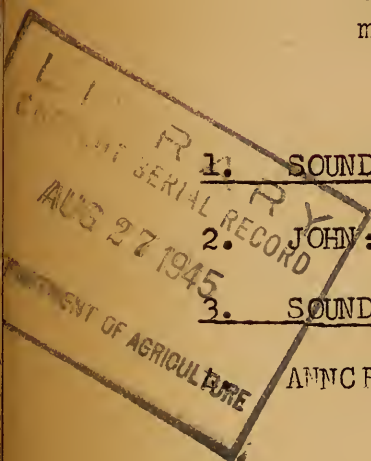
9. JOHN: And that worries you?

10. FREYMAN: No, Johnny, I think it's wonderful...but if there's so much milk....

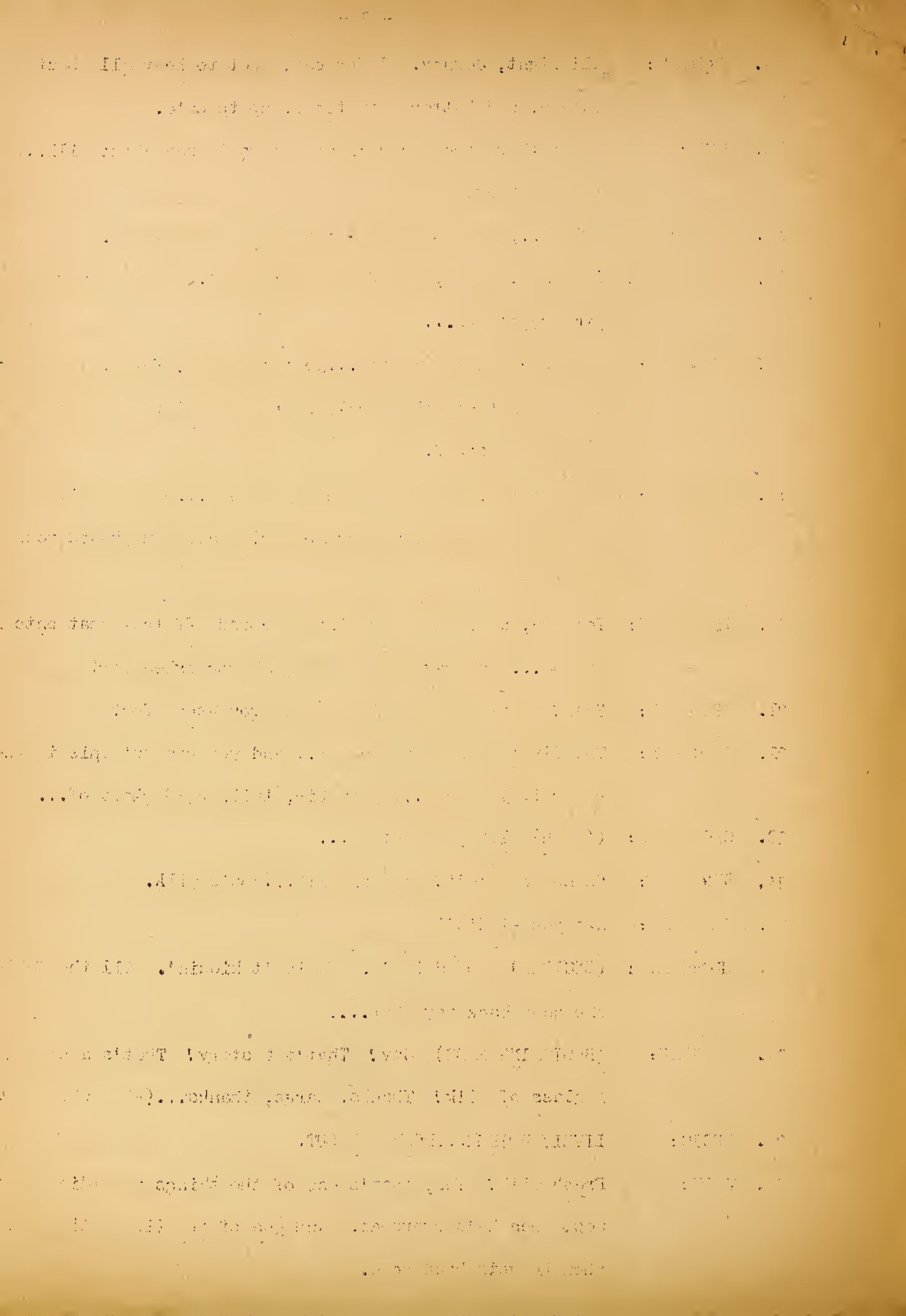
11. JOHN and FREYMAN: (IN UNISON) "Why can't we get more butter?"

12. FREYMAN: (LAUGH) That's just my first question!

13. JOHN: Well, Mrs. Freyman, I believe we're going to answer that question and several others like it on CONSUMER TIME today. So...if you're ready, let's go on with the show.

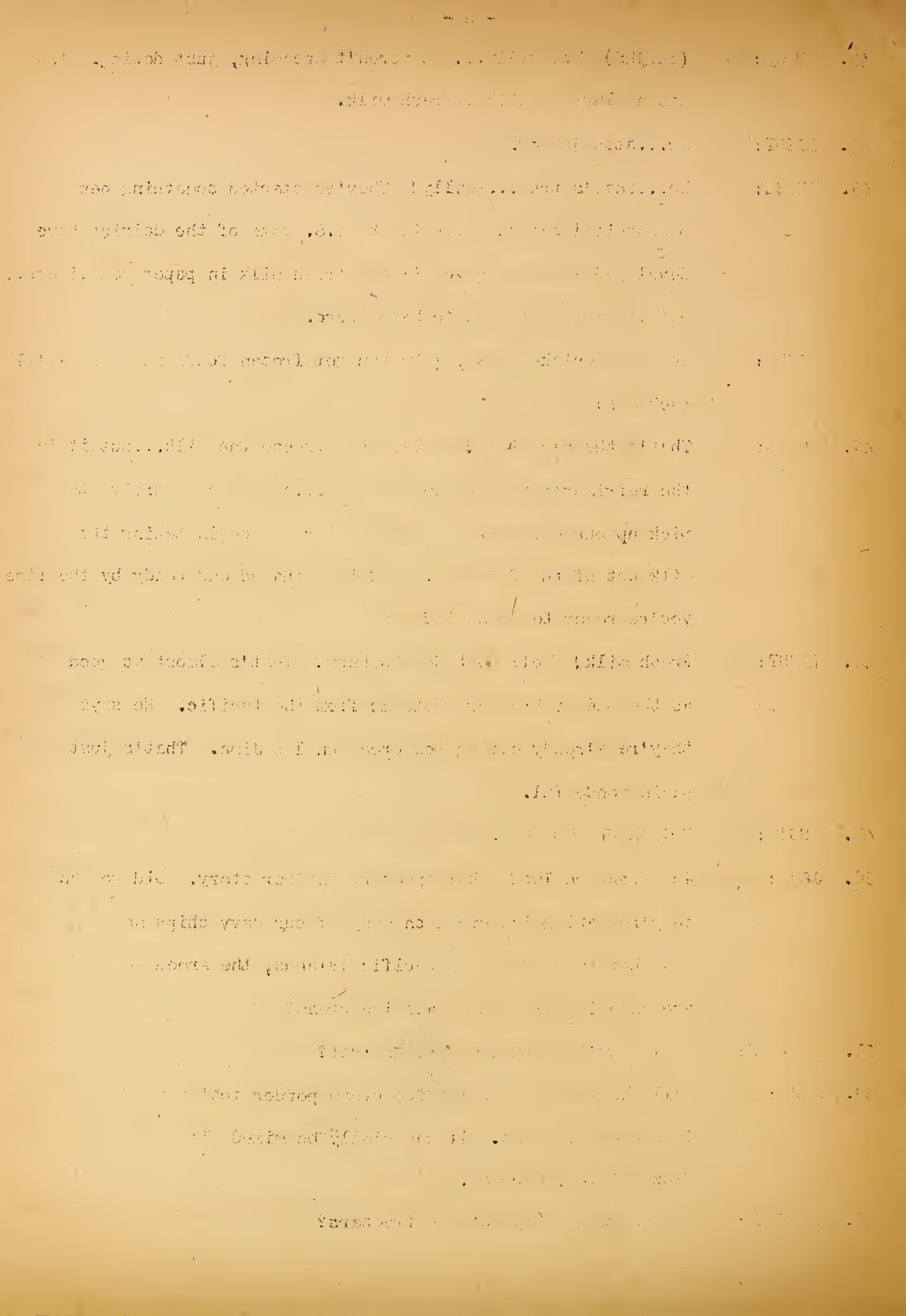


14. FREYMAN: All right, Johnny. I for one, want to hear all about the milk, cheese, and butter situation...up to date.
15. JOHN: First there are a couple of things to say about milk...and the Armed Forces.
16. MUSIC: BRIDGE...FADES DOWN INTO BABBLE OF MEN TALKING.
17. GLOBE MAN: Look now, Sarge, I'm from the "Globe"...I want to get a good picture, there...
18. STAR MAN: Move over just a little...just a little, fella, I want to get a good shot of that Purple Heart and all those medals. That's front page stuff.
19. NEWS MAN: Hey soldier, what were you saying now...how does it feel to get home? Have you seen your mother? Have you phoned your sweetheart?
20. GLOBE MAN: Tell me, son, when you first stepped off that boat onto American ground...what was the first thing you asked for?
21. STAR MAN: Yeah! What was the first thing you asked for?
22. SERGEANT: The first thing I asked for...and you can put this in the paper if you want...was a big, tall, cold glass of...
23. GLOBE MAN: (LAUGH) Yeah, we get it...
24. SERGEANT: Oh no you don't! I mean milk...cow's milk.
25. STAR MAN: Are you kiddin'?
26. GLOBE MAN: (EXCITED) No he isn't. He isn't kiddin'. All the fellows who come back say that....
27. NEWS MAN: (BEGINNING FADE) Say! That's a story! That's a story! A glass of milk! Thanks, Sarge, thanks...(FADE OUT INTO...)
28. MUSIC: LIVELY BRIDGE...DOWN AND OUT.
29. JOHN: Fresh milk! Yes, that's one of the things a soldier misses most when he's overseas. And one of the first things he asks for when he gets back home.



30. FREYMAN: I suppose, of course, we couldn't possibly get fresh milk to the battlefronts...
31. JOHN: No...but powdered or dehydrated milk has been sent everywhere ...and used with great success, as we all know. It's popular with the Navy for instance, in sodas on battleship soda fountains. Army bakers enrich their bread with plenty of non-fat dried milk. Say...if numbers mean anything to you... over three-quarters of a billion pounds of dried milk went for war uses last year. That's a lot of dried milk, Mrs. Freyman!
32. FREYMAN: I should say!
33. JOHN: But you were asking about getting fresh milk overseas. Come to think of it, that has actually been done in some cases.
34. FREYMAN: Has it? How?
35. JOHN: Listen, and I'll tell you. Suppose we go aboard a hospital ship...on its way home from overseas...
36. MUSIC: LIGHT BRIDGE...FADE UNDER AND OUT.
37. NURSE: That shoulder looks much better, Lieutenant. How'd you sleep last night?
38. LIEUT: (SPEAKS CLOSE IN MIKE AND VERY LOW) I slept fine. But say... nurse, I had a funny dream.
39. NURSE: What was that?
40. LIEUT: I must be daffy with the heat or something, but as I was dozing off, I dreamed you came and gave me a glass of milk.
41. NURSE: (LAUGHS) And did you drink it?
42. LIEUT: Sure. I dreamed I drank it right down, and then slept like a log. It was so good I can still almost taste it! Maybe I'm kind of making an angel out of you in my dreams, eh?

43. NURSE: (LAUGHS) No, silly...you weren't dreaming, just dozing. That was a glass of milk...fresh milk.
44. LIEUT: Aw...stop joking.
45. NURSE: No...that's true...really! They've started something new on hospital ships! Back in the U.S. some of the dairies have developed a way to quick-freeze fresh milk in paper containers.. get it down to around 20 below zero.
46. LIEUT: You mean quick-freeze, like you get frozen foods in those little packages?
47. NURSE: That's the same idea! Well, they freeze the milk...put it in the refrigerators here on the ship...and when we arrive to pick up our cargo of wounded soldiers we begin taking the milk out of the freezers. And it's thawed and ready by the time you're ready to drink it!
48. LIEUT: Fresh milk! Well what do you know! That's almost as good as the one my brother wrote me from the Pacific. He says they're already eating ice cream on Iwo Jima. That's just plain wonderful.
49. MUSIC: BRIDGE UP AND DOWN.
50. JOHN: Ice cream on Iwo! That opens up another story. Did you know they're making ice cream on many of our Navy ships now? And that on many of the Pacific Islands, the Armed Forces are enjoying fresh homemade ice cream?
51. FREYMAN: No I didn't! How can they do that?
52. JOHN: Well, there's a prepared ice cream powder that's sent over in sealed tin cans. It can simply be mixed with water, and frozen into ice cream.
53. FREYMAN: But where do they get the freezers?



54. JOHN: Either the boys construct their own out of various parts and motors and so on. Or they use those new little portable freezers that are being sent to the front. I understand that they've had ice cream on Iwo since May 5!
55. MUSIC: BRIDGE AND OUT.
56. JOHN: The Army says that ice cream is a "number one morale food". So our fighting men get ice cream...whenever and wherever they can!
57. FREYMAN: Well, milk and milk products are important to everyone, Johnny.. Army and civilians...in war and peace. And that reminds me! Here summer's coming on...and what about the ice cream supply for civilians here at home?
58. JOHN: Ah...with that, Mrs. Freyman...we come to the main part of our story today. Suppose we shift the scene now, from the fighting fronts, back to the U.S.A. Back here where folks are drinking more milk than ever...but eating less butter...less cheese, less ice cream...and wondering just plain why!
59. MUSIC: UP AND DOWN
60. MAN: (CHAMBER MIKE) All right, here's the big answer, folks.
61. PEOPLE: (AUDITORIUM EFFECT...NOISE, CLAPPING, ETC...ONE OVER ANOTHER)
All right...let's hear it! Tell us! Where's all this milk going....etc.
62. MAN: Quiet, now! First, about ice cream. There'll be less of that than ever this summer. The main reason right now is that there isn't enough sugar to make ice cream. Even though there's a little more milk and cream to make it with than last June, there's less sugar.
63. WOMAN: (PROJECTING FROM CROWD) But will the ice cream we do get be better quality?

...the boys continued their own set of various games
before and so on. As they were these new little portable
that was being used in this form. I understood that it
had the same as the old one but it was better.

...the boys were that they were in a position and that they
to one of the boys... however, and that they
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64. IAN: Yes...it will be richer and creamier than it was last year, that's true.
65. MAN TWO: (FROM CROWD) Now what about butter...
66. SOUND: (ACCOMPANYING CROWD NOISE)
67. IAN: (SHOUTS OVER AS NOISE FADES OUT UNDER) First...there's a possibility that we may have more butter before long...if our Lend-Lease requirements fall off. And that may happen. But now...listen. There are several things that could have been done to give us more butter all along.
68. MAN TWO: (FROM CROWD) What are they? Why haven't they been done?
69. IAN: The Government could have cut down on our supplies of evaporated milk for one thing.
70. WOMAN: (CRIES OUT FROM AUDIENCE) Oh no! No they can't do that. They can't.
71. IAN: That's right, lady, and they aren't going to, either.
72. WOMAN: My babies...my babies...they have to have evaporated milk!
73. IAN: (SORT OF LAUGH) They'll have it, because evaporated milk is mighty important for babies. There'll be enough left for our needs in this country, even though it's also gone to war in a big way.
74. WOMAN: (SIGH OF RELIEF) Say, that's wonderful.
75. IAN: Now your favorite brand may be short sometimes at your corner store, but that's true of lots of foods these days, you know. Now...let's go on to the second thing that could have been done to give us more butter. We could have had more if the Government had cut production of cheese still further.
76. WOMAN: (FROM AUDIENCE) But it's hard enough to get now.

77. MAN: Sure. Can't cut cheese supplies much more. Cheese is badly needed by the military, too. For things like that K ration for instance. Now...the third thing that could have been done ...would have been to cut the supply of fresh milk...the milk you drink.
78. WOMAN: (SAME CRY) Oh...my children! They can't do that.
79. MAN: (ASIDE) Somebody quiet that woman, will you! (CALLS) No! There'll continue to be plenty of fresh milk...all you need.
80. WOMAN: (LOUD SIGH) Oh, thank goodness.
81. MAN: Not many people realize this, but folks in this country today are actually drinking about one-fourth more milk than before the war. With more money to spend, and fewer things to spend it on, many people simply started drinking more milk.
82. MAN TWO: (FROM AUDIENCE) That's me, all right. Never drank it before in my life.
83. MAN: Now the Government realized that with more people drinking milk, there'd be less milk available for other products such as butter. But milk, you know, is of top-flight importance as a food, particularly for a country at war. No other food contains so many food elements essential to life and health.
84. WOMAN: That's certainly true.
85. MAN: So...our nutritionists and our food officials have not been willing to cut back or even sharply restrict the sale of milk... even in order to get more butter. To put it another way, when you drink a glass of milk today, you're drinking a part of your butter.
86. MUSIC: BRIDGE...HOLD AND OUT.

87. FREYMAN: Johnny, I think people realize pretty well...that a tremendous amount of milk is needed for war purposes...for cheese, dried milk solids, ice cream, evaporated milk, and so forth. We know how necessary these are to our fighting men everywhere. But when we have plenty of milk to drink at home, people do begin to wonder why other dairy products aren't just as plentiful.
88. JOHN: Yes, and the answer simply is that we have more milk to drink, because it was planned that way. It's more important to the health of the country, to have plenty of whole milk and evaporated milk, too of course.
89. FREYMAN: And now that we understand that, Johnny...I think perhaps our listeners would be interested in knowing a little about how much of our commercial milk supply goes into butter, ice cream, and other products.
90. JOHN: Yes! Suppose, for instance we line up one hundred quart bottles of milk...a hundred of them...and start counting off...
91. MUSIC: SINGLE PUNCTUATION NOTE
92. MAN: Forty-three and one-half quarts out of ^{every} / hundred are used for fluid milk and fluid cream.
93. MUSIC: SINGLE NOTE
94. WOMAN: Twenty-nine and one-half quarts out of a hundred used for butter!
95. MUSIC: SINGLE NOTE
96. MAN TWO: Ten and one-half quarts for cheese!
97. MUSIC: SINGLE NOTE
98. WOMAN: Nine and one-fourth for evaporated milk.
99. MUSIC: SINGLE NOTE.
100. MAN: Five and one-fourth for ice cream.

101. MUSIC: SINGLE NOTE.
102. MAN TWO: Two quarts out of every hundred are used for dried milk!
103. JOHN: And that's where the milk supply goes.
104. MUSIC: SHORT BRIDGE.
105. JOHN: Now, Mrs. Freyman...I think it's important to mention this...
and it's very much to the credit of consumers, dairy farmers,
and the dairy industry: there just doesn't seem to be any
black market in dairy products, anywhere.
106. FREYMAN: Yes, that is fine, Johnny...particularly when a black market
in perishable foods like milk might be dangerous from a health
standpoint.
107. JOHN: You're right about that. And now, in ending our milk story...
let's sum up. This summer, we'll have plenty of fluid milk,
that is, milk to drink. There'll be less ice cream. Cheese
and butter supplies will be about the same.
108. FREYMAN: Now what about cottage cheese, Johnny.
109. JOHN: Yes, you'll be able to find plenty of that. If it's ever scarce
on your grocer's shelf this summer, the reason will be the
container shortage. Cardboard containers are very hard to
get, you know.
110. FREYMAN: Cottage cheese is made of skim milk, isn't it?
111. JOHN: Yes...and a very fine food it is. Especially inviting in
summertime. You can use it in salads...in desserts...oh,
there are lots of things you can do with cottage cheese.
As a matter of fact, our friend Holly Wright has just stepped
up to the microphone to tell our listeners how to get a free
set of cottage cheese recipes! Go ahead, Holly.

101. MARY:

SINGLE WIFE.

102. MARY:

Two parts out of every hundred are used for milk!

103. MARY:

And that's where the milk supply comes.

104. MARY:

SHORT BRIDGE.

105. MARY:

Now, Mrs. Fryman... I think this is a good one to read...

and it's very much to the credit of the dairy industry, and the dairy industry...

and the dairy industry: there just doesn't seem to be...

black market in dairy products, anywhere.

106. MARY:

Yes, that is fine, Johnny. Particularly when a little market...

in particular those like milk might be gathered from a nearby...

standard.

107. MARY:

You're right, Mrs. Fryman. It's a good one to read...

let's see... this is a good one to read...

there is, Mrs. Fryman. It's a good one to read...

and that's where the milk supply comes.

108. MARY:

Yes, that is fine, Johnny. Particularly when a little market...

109. MARY:

Yes, that is fine, Johnny. Particularly when a little market...

and that's where the milk supply comes.

Yes, that is fine, Johnny. Particularly when a little market...

and that's where the milk supply comes.

110. MARY:

Yes, that is fine, Johnny. Particularly when a little market...

111. MARY:

Yes, that is fine, Johnny. Particularly when a little market...

and that's where the milk supply comes.

Yes, that is fine, Johnny. Particularly when a little market...

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Yes, that is fine, Johnny. Particularly when a little market...

and that's where the milk supply comes.

112. WRIGHT: Friends, you'll be looking for new recipes to make those summer meals inviting. Send for your free copy of the pamphlet entitled "Recipes with Cottage Cheese". Write to CONSUMER TIME, Washington 25, D. C. Included in the pamphlet are recipes for cottage cheese patties, old Dutch cheese "cake", cottage cheese salad, and others. There are 15 recipes in all. Send for your recipe leaflet today. Cottage cheese is an excellent source of protein, calcium and vitamins. For your free recipe leaflet...entitled "Recipes with Cottage Cheese", write to CONSUMER TIME, Washington 25, D. C. Be sure to include your name, address, and the name of the station to which you are listening. That's CONSUMER TIME, Washington 25, D. C.
113. MUSIC: BRIDGE AND OUT.
114. JOHN: And now, Mrs. Freyman...what have we scheduled for next week's broadcast?
115. FREYMAN: Next week, we're going to hear a very amusing drama...and it's all about home safety.
116. JOHN: About how not to cut your finger and not to fall downstairs?
117. FREYMAN: You'll be surprised at the things you'll learn, Johnny...in this entertaining story about a family who was far from "safe at home".
118. JOHN: Be with us next week, for our safety edition of...
119. SOUND: CASH REGISTER...MONEY IN TILL.
120. ANNCR: CONSUMER TIME!
121. SOUND: CASH REGISTER
122. JOHN: How your money buys a living in wartime.
123. SOUND: CASH REGISTER...CLOSE DRAWER.

111. 111. 111.

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124. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D.C. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

